

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

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February 25, 2003

FROM: JAMES A. FELTEN, Public Health Programs Administrator
Department of Public Health

**SUBJECT: APPLICATION FOR FUNDING TO SUPPORT THE YOUNG ADULTS CRUSHING
TOBACCO'S APPEAL PROJECT**

RECOMMENDATION: Approve funding shortfall application and authorize submission of the application to the State Department of Health Services, Tobacco Control Section, in the amount of \$400,000 to conduct the "Young Adults Crushing Tobacco's Appeal" (YACTA) Project for the period of July 1, 2003 through June 30, 2005.

BACKGROUND INFORMATION: Proposition 99, the Tobacco Tax and Health Protection Act of 1988, was an initiative measure approved by California voters in November 1988. The Act imposed additional taxes on tobacco products. Revenues from the taxes levied on the sale of tobacco products are deposited into a state surtax fund which contains a separate Health Education account. The California Department of Health Services (DHS), Tobacco Control Section (TCS) administers the funds from the Health Education account. These funds must be used to perform statewide tobacco use reduction activities. TCS has the authority to distribute funds to health departments and other provider agencies through non-competitive and competitive processes.

In March 2001, TCS issued a competitive Request for Applications seeking qualified providers of community tobacco control interventions for California's young adult population (aged 18 to 24 years). In response to the RFA, the Department of Public Health's Tobacco Use Reduction Now (TURN) Program prepared and submitted a three-year proposal to TCS, titled "Young Adults Crushing Tobacco's Appeal" (YACTA) Project. The Board approved the Department's application on April 10, 2001. On January 8, 2002 the Board approved the grant award from DHS/TCS in the amount of \$700,000 to conduct the YACTA Project for the period of July 1, 2001 through June 30, 2004.

On January 16, 2003, DHS/TCS released an alert in response to cuts in Governor Davis' Fiscal Year (FY) 2003-2004 proposed budget, stating that it would only be possible to fund 20-25 of its 64 community-level contracts. On January 31, 2003, DHS/TCS released a Funding Shortfall Application (FSA) specifically designated for contractors that want continued funding. If the YACTA Project does not submit an application, the contract will be terminated as of June 30, 2003, ending the third and final year of funding which was initially approved at \$250,800. Submission of this Funding Shortfall Application for the YACTA Project in the amount of \$200,000 for July 1, 2003 through June 30, 2004, and \$200,000 for July 1, 2004 through June 30, 2005, will provide an opportunity to partially replace the terminated third year of funding from the existing contract with DHS/TCS and increase service delivery one additional year. The application is due to the State on March 3, 2003.

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Project Description

Through the use of a social norm change model, the Tobacco Control Program seeks to indirectly influence current and potential future tobacco users. This is accomplished by creating a social climate where use of tobacco products in public settings becomes less desirable, less acceptable, and less accessible.

While per capita cigarette consumption in California has decreased by more than 50% since passage of Proposition 99, smoking prevalence rates for young adults (aged 18 to 24 years) have increased from 16.4% in 1995 to 22.7% in 1999. It has been postulated that the tobacco industry has marshaled its assets to disproportionately target young adults. The YACTA Project will target and recruit young adults to implement strategies that incorporate policy, community advocacy, and education activities to counter the tobacco industry's campaign. It will address three of the State's program priority areas as described below:

- Reduce Exposure to Secondhand Smoke – Community colleges, universities, trade schools, vocational schools, and adult schools will be encouraged to update their tobacco policies. The updates may include bans on smoking at building entrances and designating smoke-free areas.
- Reduce Availability of Tobacco Products – Cities will be encouraged to adopt and implement vendor assisted tobacco purchases ordinances as advocated by young adults in health and politically active campus-based clubs.
- Increase Availability of Cessation Services – Community colleges, universities, and/or trade schools will increase the availability of tobacco cessation support services for students and staff on campus.

Contract Services

DHS/TCS requires that ten percent of the total grant award must be allocated for evaluation. The current subcontractor providing evaluation services to the YACTA Project is California State University, Long Beach Foundation (CSULBF), approved by the Board of Supervisors on February 12, 2002 for the term of February 1, 2002 through June 30, 2004. This subcontract will be terminated on June 30, 2003 when the YACTA Project contract is terminated by DHS/TCS. CSULBF is providing technical assistance in the completion of the Funding Shortfall Application for the YACTA project. If this application is successful and funding is awarded, bids will be obtained through a procurement process to select an evaluation services consultant in the amount of \$22,470 for the term of July 1, 2003 through June 30, 2005. Additional evaluation components related to the grant include designated staff time, as well as related operating expenses in the amount of \$17,539, for a grand total of \$40,009 allocated toward project evaluation.

Staffing

No new positions will be required in this Funding Shortfall Application. If this Application is successful, the funding award will replace the third year of the YACTA Project contract that is being terminated by DHS/TCS because of cuts in the Governor's FY 2003-04 proposed budget. Current staff will be used to conduct the YACTA Project.

REVIEW BY OTHERS: This item has been reviewed by County Counsel (Scott Runyan, Deputy County Counsel) on February 18, 2003. This item has also been reviewed by the County Administrative Office (Beatriz Valdez, Administrative Analyst) on February 12, 2003.

FINANCIAL IMPACT: Approval of this item will result in no local cost to the County. The total amount of the Funding Shortfall Application is \$400,000 (\$200,000 in FY 2003-04 and \$200,000 in FY 2004-05).

COST REDUCTION REVIEW: The County Administrative Office has reviewed this agenda item and recommends submission of the application because award of funding will not result in additional local cost to the County.

SUPERVISORIAL DISTRICT(S): All

PRESENTER: James A. Felten, Public Health Programs Administrator (909) 387-9146